

DATE: November 3, 2009

TO: All Local Health Departments
Attn: Chief Food Inspection Officer

FROM: A. Scott Gilliam, MBA, CP-FS
Director, Food Protection Program

SUBJECT: Pelican Bay Ltd Recall

SUGGESTED

ACTION: Unclassified Recall; Caramel Chocolate Truffle Hot Chocolate Mix because it may contain undeclared tree nuts; Recommend notification of affected stores via phone, fax or e-mail.

From the information provided by FDA, the product being recalled was distributed in the State of Indiana. Caramel Chocolate Truffle Hot Chocolate Mix was distributed domestically through direct delivery, mail order and through retail stores. Detail information is not available at this time. In addition, if any recalled product is found, please notify this office at 317-233-7360.

Recall -- Firm Press Release

FDA posts press releases and other notices of recalls and market withdrawals from the firms involved as a service to consumers, the media, and other interested parties. FDA does not endorse either the product or the company.

Pelican Bay Ltd. Issues Nationwide Allergy Alert on Undeclared Tree Nuts in Caramel Chocolate Truffle Hot Chocolate Mix

Company Contact:

Mary O'Donnell,
727-733-8399

FOR IMMEDIATE RELEASE - November 3, 2009 - Dunedin, FL – Pelican Bay Ltd. of Dunedin, Florida is recalling all their Caramel Chocolate Truffle Hot Chocolate Mix because it may contain undeclared tree nuts. People who have an allergy or severe sensitivity to tree nuts run the risk of serious or life-threatening allergic reaction if they consume these products.

Caramel Chocolate Truffle Hot Chocolate Mix was distributed domestically through direct delivery, mail order and through retail stores. This product is also shipped to Canada, United Kingdom, Japan and the Netherlands. Product distributed between January 2007 and November 2, 2009 is subject to this recall.

Caramel Chocolate Truffle Hot Chocolate Mix is packaged in a cone shape poly bag with a hanging tag attached to the front of the package and SKU# 3204, UPC 94522 01015 on the back of the label.

No illnesses have been reported to date.

The recall was initiated after it was discovered that product containing tree nuts was distributed in packaging that did not reveal the presence of tree nuts.

Consumers who have purchased Caramel Chocolate Truffle Hot Cocoa Mix manufactured by Pelican Bay LTD are urged to call 1-800-826-8982, 9AM to 5 PM EST for information on product returns and replacement.

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Photo: Product Labels